

Plan **NOW** to be part of the USA Marketplace Pavilion at

CANADIAN FOOD AND BEVERAGE SHOW

TORONTO, CANADA

Who Should Attend:

U.S. exporters of food, including catering products; beverages, wines and spirits for the hotel, restaurant and institutional trade should attend.

Why:

This is the largest food and beverage trade show in Canada, drawing over 700 exhibitors and 11,000 trade visitors. FAS will sponsor a USA Marketplace Pavilion at the show, including cooking demonstrations, and a business center in which U.S. exporters can host one-on-one meetings with prospective brokers and importers.

When:

Feb. 15-17, 2004

The Market:

Canada bought \$8.6 billion worth of U.S. farm products in calendar 2002. U.S. agricultural exports to Canada have shown an average annual growth rate of 5 percent in the last seven years. Consumer-oriented agricultural products accounted for 70 percent of total U.S. food and agricultural product sales to Canada in 2002, with fresh and processed fruits and vegetables, snack foods and red meat products as the category leaders.

U.S. products account for more than two-thirds of total Canadian agricultural imports. The magnitude of the Canadian market becomes apparent when looking at provinces alone: if Ontario, British Columbia and Alberta were countries, they would have ranked, respectively, as the 4th (\$4.8 billion), 11th (\$1.0 billion) and 20th (\$565 million) largest individual markets for U.S. agricultural exports in 2002.

Best Prospects:

Healthy, Nutritious

Organic foods
Soy foods
Portable foods to support a recreational lifestyle (bottled water, healthy snacks, energy bars, etc.)

Innovative, Specialty

Meal solutions
Foods-to-go
Home meal replacements
Sauces & salad dressings
Ethnic foods (kosher, Mexican, Asian, Middle Eastern, Indian, etc.)
Value-added seafood
Snacks

Produce

Exotic fruits & vegetables
Organic
Value-added (pre-cut salad mixes, etc.)

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For more information, visit: www.fbshow.com